



Brand guidelines

Implementing our brand and safeguarding our values in communications.

03a. Logo

The City Hire logo is comprised of a Logomark and Logotype. Where possible, both elements should be used.

The Logomark may be used as a graphic device in its own right.



03b. Logo application

A.

A. The primary use of the logo is as shown here on the City Hire Black background.

B. The logo correctly displayed on White backgrounds.

C. The logo correctly displayed on Green backgrounds.



B.



C.



03c. Logo tagline

A. Standard descriptor (e.g. on stationery)

B. Alternative use (e.g. above the line advertising/communications)

A.



Leaders in hire standards

B.



Leaders in hire standards

03d. Logo isolation

The City Hire logo should be surrounded by a minimum area of white space.

This area ensures that other visual elements do not encroach on the logo.

The isolation area is defined by the height of the symbol.



03e. Logo usage

Please adhere to the following rules when using the City Hire logo.

Always use the logo as supplied and not in any of the ways shown here.



Do not distort/transform the logo



Do not use any alternative typefaces



Do not apply any visual effects



Do not reproduce the logo in any colour combinations other than those specified in this document



Take care when placing the logo over an image



For greyscale use reproduce the logo as shown above. For print, use 70% black Symbol and 100% black for Name

04. Colour palette

The colours shown here form our palette. Please only use colours from this selection.

The City Hire Black and City Hire Green must always be used as the primary colour.

*The City Hire Orange should only be used sparingly as an accent colour. A specific example would be for 'call to action' buttons in digital applications.



City Hire Black

RGB: 25, 36, 43
HEX: #19242B
Pantone 296c



City Hire Green

RGB: 0,155,102
HEX: #009B66
Pantone 340c



City Hire Orange*

RGB: 255,149,46
HEX: #FF952E
Pantone 151c



City Hire Blue

RGB: 42,122,204
HEX: #2A7ACC
Pantone 2173c



City Hire Base Grey

RGB: 63, 74, 80
HEX: #3F4A50



City Hire Mid Grey

RGB: 151, 151, 151
HEX: #979797



City Hire Light Grey

RGB: 237, 238, 238
HEX: #EDEEEE

12. App Icon

The logo symbol may be used in isolation as a shortcut for the logo in applications such as app icons.



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